

**REMARKS**

Careful examination of the application is sincerely appreciated.

Claims 1 and 4-15 are pending in the application. Independent claims 1 and 14 are amended to further clarify the patentable features of the present invention.

The Final Office Action of June 23, 2005, and the subsequent Advisory Action of August 12, 2005 maintained the rejection of claims 1 and 4-15 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,169,498 (King). This rejection is respectfully traversed for the following reasons.

As stated in previous responses to Office Actions, King discloses communication of location-specific messages. In particular, a portable device, such as a personal digital assistant, receives a code that uniquely identifies a location-specific message, for example in museum or at an airport (King, Abstract, column 4, lines 24-34). King discloses that when the portable device is brought within the range of a radio beacon at the location, the relevant code or codes are presented on the display of the portable device, and thereby the user is able to select and initiate the appropriate location-specific message stored in the memory of the portable device (King, column 5, lines 26-32).

According to King, if the portable device 10 is within the range of a representative site 40 (please see Fig. 2 of the patent), then the message is transmitted from that site, using the code memory 32, transceiver 30 and antenna 28 (please see Fig. 3 of the patent), to the portable device 10. If the portable device is not within the range of site 40, then no reception can take by the portable device. Hence, the operation according to King is binary in nature – it is quite clear that according to King the message playback on the portable device is either ON or OFF, either within a range or out of a range.

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Further according to King, if the portable device 10 is within a range of reception of several codes within a site (numeric codes for messages in different languages or different depth of detail), the decoder/controller 18 may be used to determine and display the appropriate message identifiers on the display 20 of the portable device 10. The user then selects among those different messages (please see column 5, lines 57-65 of the patent). In this situation, King is once again discloses a binary (ON/OFF) operation with respect to the message playback. That is, the user can select different messages, but it is immaterial to King whether the user is closer to one beacon than the other as long as both (or multiple) broadcasts are within the range of reception by the portable device. In other words, the message playback does not vary within the area of reception associated with a particular site, according to the disclosure in King.

In contrast to this prior art reference, Applicants invention comprises, among other things, **presentation control means for permitting a gradually limiting presentation of the information unit as distance increases between the physical location of the presentation device and the location to which the information unit is assigned**, as claimed in independent claims 1 and 14 in the instant application. This feature of the present invention is not taught or suggested by King.

Claims 4-13 and 15 depend, directly or indirectly, from independent claim 1, and thus incorporate novel and non-obvious features thereof. Therefore, claims 4-13 and 15 are patentably distinguishable over the prior art for at least the same reasons as independent claim 1.


In view of the above, it is respectfully submitted that King does not anticipate or render obvious the present invention because he fails to teach or suggest all of the features of the present invention, as discussed hereinabove. Withdrawal of the rejection is, therefore, respectfully requested.

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An earnest effort has been made to be fully responsive to the Examiner's correspondence and advance the prosecution of this case. In view of the above amendments and remarks, it is believed that the present application is in condition for allowance, and an early notice thereof is earnestly solicited. However, if for any reason the Examiner should consider this application not to be in condition for allowance, he is respectfully requested to call the undersigned attorney at the number listed below prior to issuing a further Action.

Please charge any additional fees associated with this application to Deposit Account No. 14-1270.

Respectfully submitted,

By   
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